

One of the key opportunities of the green economy is the development of a circular economy, which involves the reuse and recycling of resources. This reduces waste levels and allows for efficient use of available resources, positively impacting long-term sustainability. Additionally, the green economy stimulates innovations and technologies aimed at increasing energy efficiency and reducing environmental impact.

In addition, significant attention is being given to the development of sustainable agriculture and forestry, which minimize negative impacts on the environment and contribute to the preservation of biodiversity. The use of environmentally friendly production methods and the application of organic fertilizers are key elements in ensuring sustainable growth in the agricultural sector.

The transition to a green economy also has a significant impact on international economic relations. It fosters cooperation between countries in the field of sustainable development and allows for the implementation of joint projects in the area of green technologies. At the same time, there is a need to overcome economic and political barriers associated with the transition to new economic models.

Special attention is given to educational programs and the training of specialists in the field of green technologies and sustainable development. The development of educational and research institutions, as well as attracting investments in scientific research and development, play an important role in supporting the transition to a green economy.

In conclusion, the research highlights that the transition to a green economy is a complex but necessary process that opens up new prospects for the sustainable development of the global economy. Successful implementation of these changes requires coordinated action at all levels from governments and international organizations to businesses and society as a whole.

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## **MODERN TRENDS OF THE WORLD ECONOMY. GLOBALISATION. INDITEX**

### **Современные тенденции мировой экономики. Глобализация. INDITEX**

Globalization is the increasing integration of economies and societies around the world. This phenomenon is that the world becomes more interconnected through the exchange of goods, knowledge and cultural values. However, in recent decades, the pace of global integration has been much faster, due to advances in technology, communications, science, transport and industry. The globalization of businesses is a trend

towards expansion and integration of companies at an international level. It includes various aspects such as increasing international trade, investment and business process standardization. This leads to increased competition and the need to adapt to new conditions.

The aim of this study is to analyse the strategies of international expansion of companies, using the example of Inditex, and to assess their success in a globalized environment.

Inditex is a successful international corporation founded in the mid-1980s in Spain that uses the strategy of franchising, an alternative to companies' activities in foreign markets under globalization. With more than 7,000 stores in 88 countries, it includes well-known brands such as ZARA, Massimo Dutti, Stradivarius, Pull & Bear, Bershka and others. Under the influence of globalization, with a view to expanding the market and international level, the company uses the strategy «proximity providers», placing 60 % of production in Spain, Portugal and Morocco.

Inditex is expanding internationally through the «master franchise» system to open retail outlets in various countries. Which generally makes it easier to distribute goods in the international market. The well-tuned Inditex mechanism responds extremely quickly and effectively to changes in purchasing preferences. The launch of the first online store in 2013 made it possible to simplify this chain and to monitor consumer needs in an interactive way.

The Inditex business model comprises four key areas: design, manufacturing, logistics and sales. The management is based on innovation and flexibility, which allows to adapt quickly to changing market conditions, because in a globalized environment companies have to take it into account first of all. Responsibilities are clearly distributed among departments, ensuring effective functioning in different markets. Each brand, such as ZARA, has its own logistics department but is also accountable to the general logistics department which collects data for all brands in each country.

In 2023, Inditex continued to expand into international markets by increasing the number of stores and expanding online sales. Total sales were €35.947 million, 14.97 % higher than in 2022. The company is actively developing its global online sales, including launches in Taiwan, Hong Kong and Macao for the Zara brand, as well as in Australia for ZaraHome. Gross profit in 2024 reached €5.56 billion, up 17.86 % compared to 2023. In Belarus, Inditex has 13 stores: Bershka and Stradivarius have three each, Zara and Pull & Bear have two each and Massimo Dutti, Oysho and Zara Home have one each. However, company announced its decision to leave the Belarus market in August 2023.

Finally, Inditex has been successful in maintaining the brand image through a competent management. From a simple family business in La Coruña (Spain), it has become the world leader in retailing, locating production in low-cost countries and its stores almost worldwide. The company demonstrates a successful international business model in cross-cultural cooperation, combining franchising with the management of its own stores.

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## **DIGITAL TRANSFORMATION AND ITS IMPACT ON THE GLOBAL ECONOMY: NEW HORIZONS AND CHALLENGES**

### **Цифровая трансформация и ее влияние на глобальную экономику: новые горизонты и вызовы**

Digital transformation encompasses a wide range of changes associated with the introduction of new technologies such as artificial intelligence, big data, cloud computing and the Internet of Things. This is not just the innovation of information systems or the transition to digital platforms, but a deep reworking of business processes, models and culture of organizations. In the modern world, digital transformation is becoming an indispensable necessity for maintaining competitiveness. It is a key factor contributing to innovation, sustainable development and economic growth. By actively implementing digital technologies, small and large companies, government agencies and other organizations can simplify operations, reduce costs and offer new, more attractive services.

The purpose of this article is to assess the impact of digital technologies on the global economy, to identify new horizons that they open up for business.

Digital transformation encompasses many technologies that are changing the face of business and generally affecting the global economy. Let's look at some of the key